

DMA
DEFENSE MEDIA ACTIVITY

VOICE

APRIL 2017





I've written about the importance of recognizing and rewarding outstanding work. Later this month your hard work will be evaluated and critiqued by some of the best in the media business as part of the Defense Media Awards program.

This is our inaugural year hosting the Defense Media Awards, formerly known as the Thomas Jefferson Awards. Last year, representatives from each of the Services came together to standardize the media awards programs across the board. The end result is the Defense Media

Awards program, which I am proud to host on behalf of the Assistant to the Secretary of Defense for Public Affairs.

As in past competitions, judging will be streamed so everyone can benefit from our outstanding panel of experts as they critique the best each Service has to offer.

I'm excited to see your products and look forward to seeing you all at our Defense Media Awards Gala on June 16, 2017. Best of luck to you all!

Kay B. Shepherd

On the cover: Mass Communication Specialist 3rd Class Christopher Snide explains Facebook's crossposting capability to team members at American Forces Network Europe Headquarters in Sembach, Germany and around the world online on March 7. The training was viewed live on Facebook and recorded for later viewing. (Courtesy photo)



"I honestly believe that DMA is a remarkable organization, but we have the awesome opportunity to continue to grow and solidify this organization as one of the most valuable entities within the Department of Defense. "

In mid-March, I attended a five-day course as part of the military's transition assistance program to get a feel for what our family and community service folks are disseminating to troops with regards to our eventual transition from military service back into civilian life. The course was eye-opening to say the least. What I want to do through this month's column here is to share some of the lessons learned from my time in the class.

First and foremost, it is imperative that each and every one of you, no matter if you have two years or 25 years in the military already, must sit down and start creating a master resume. Don't wait until you are a month or six months from retiring or separating to begin documenting your assignments and the highlights of all the great things you have done or are doing during that assignment. Your evaluations or fitness reports will assist you with this task immediately.

The second thing I will tell you is to maintain a professional social media presence. Doing this will assist you with networking. According to the Department of Labor professional in the course, professional social media sites and networking account for about 90 percent of human resource departments hiring decisions. Get to know people in your career field, both military and civilian. It's never too early to start networking. I am not trying to push anyone out of the military, instead, what I want to ensure is that when you do decide to transition, that you will be ready.

The next thing I will tell you is to have a plan. This plan can

and should have more than one what-if course of action. This plan should also include your family. Sit down with those most important to you and talk about your transition from the military, whenever that may be. No decision this important should be made without your family.

The last item I would like to speak about is the services and programs available to the military and families via Army Community Services, Fleet and Family Service Centers, and Airman and Family Readiness Centers. Transition classes are just the beginning. These community support programs offer classes on personal, family, finances, deployment, benefits, and more. I challenge you to seek out the program in your area and check out what they have to offer. Take advantage of what is available to you. They are there for you.

With that said, I want to close by acknowledging the DMA folks I had the opportunity to meet during my most-recent trip with the Director to AFN Europe, the Forward Center and the Regional Media Center via Belgium, Germany and Vincenza, Italy. What I found during this trip were extremely passionate, innovative, skilled and dedicated DMA professionals, and I could NOT be more proud of what you in this AOR are doing on a daily basis. I honestly believe that DMA is a remarkable organization, but we have the awesome opportunity to continue to grow and solidify this organization as one of the most valuable entities within the Department of Defense.

Bravo Zulu! (That means outstanding and job well done in Navy speak.)



The Need For Proper Performance Management

By Col. Bernie Koelsch,
DMA Deputy Director

Ratings always matter. Do right by our employees and give the right credit when credit is due. Our own Jim Garamone wrote a terrific article on the change to the civilian appraisal system. I encourage everyone to take a moment to read it: <https://go.usa>.

[gov/xXrSZ](https://go.usa.gov/xXrSZ). The New Beginnings civilian performance evaluation system, which began in March 2017, strengthens the communication between supervisors and employees. When properly employed, New Beginnings ensures fair and accurate ratings and aligns performance to the organization's strategy. For more information on the new system, go to the Defense Performance Management and Appraisal Program page: <https://go.usa.gov/xXrSm>.

Studio Training Hones Broadcaster Skills



Grant Stolz, Pete Hatzakos and Mass Communication Specialist 2nd Class Charlotte Oliver perform hands-on training March 9 in Defense Media Activity Headquarters main studio. This particular training served to demonstrate the quality differences in camera output of a Sony EX3, Nikon DSLR and RED 4K cinema camera as part of a new weekly training initiative led by the Production Support Division. (DoD photo/TJ Fryman)



25th Annual DoD Visual Storytelling Workshop

The Defense Imagery Management Operations Center and the Defense Media Activity are pleased to announce the 25th Annual DoD Visual Storytelling Workshop, Norfolk, Virginia, 25 June to 1 July 2016.

The purpose of this workshop is to enhance visual communications skills in conjunction with photographic knowledge, proficiency and qualifications. Selected DoD photographers, videographers and photojournalists will work with an acclaimed faculty of

photojournalism professionals who will provide professional instruction and critiques in assigned small group settings designed to challenge attendee's visual communication abilities, while working a specific photographic story/assignment produced during the week.

Selection for attendance is competitive and limited to 30 photographers and 18 videographers. To ensure maximum benefit, those attending the workshop are required to have a strong

background and working knowledge in still and/or motion photography.



More info here!



We'd like to congratulate DINFOS's selectees to DMA's Executive and Emergent Leadership Programs. Please join us in congratulating Cece McRobie, Joe Coslett and Renni Thornton

for their acceptance into the executive program, and to Eric Parris and Ken Davis for their acceptance into the emergent program.

Over the next few months they will participate in academic and hands-on learning experiences designed to enhance their leadership capabilities, which will help all of us here at DINFOS.

Also of note, DINFOS is also excited about its recent partnership between our Visual Communications Department and the Fort Me-

ade Police Department. We hosted Joshua Denby, the Fort Meade Police investigations supervisor, who provided a presentation about real-world crime scene and investigation procedures. Our Basic Still Photography (BSP) students and DINFOS faculty members learned about the importance of crime scene documentation and the critical need for accuracy and attention to detail.

Lastly, DINFOS's TSgt. Jaime Ciciora is extremely busy with our new Social Media

Manager's Course, which is self-paced and online.

The launch of this course is another step forward for DINFOS curriculum, with many more to follow. Ciciora is constantly tracking potential service-specific social media policy updates, and the course continues to evolve with student feedback. It's our goal to provide the most relevant course for our DoD and service branch customers.

Joint Hometown News Service Highlights Military Milestones

By Rick Docksai, JHNS writer-editor

When new missions or programs arise, Joint Hometown News Service, or JHNS, develops stories for them. Just this year, JHNS releases recognized service members serving in Europe with Operation Atlantic Resolve, an effort supporting our NATO allies. Other releases honored new graduates of the Warrior Leaders Course, a five-week training program for the Army’s noncommissioned officers. JHNS also creates releases for civilian employees -- one recent example is for graduates of the three-week Army Inspector General course.

“We’ll organize, research, and a write new press release for the individual and the event,” said Jessica Switzer-Medina, JHNS lead writer-editor. “Whatever the occasion may be, we’ll create a unique story to fit it.”

Service members and civilian employees working for the Defense Media Activity who have an upcoming deployment, promotion or personal achievement can share it with Karen Nowowieski, DMA’s chief of corporate communications and public affairs. She can pass your story along to JHNS for development into a press release.



Jessica Switzer-Medina, Joint Hometown News Service lead writer editor; and Rick Docksai, JHNS writer-editor, review a new JHNS release announcing a service member’s graduation from basic training. As the two-person JHNS team at Defense Media Activity, Switzer-Medina and Docksai disseminate more than 1,000 news releases every week to print, broadcast and online media organizations across every U.S. state and U.S. territory. (DoD photo/ Marv Lynchard)

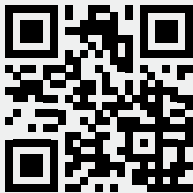
“We serve everyone here in the organization, just as

it to your hometown, also. We want to promote you, just like we promote everyone else in the services.”

JHNS does so while running a tight ship: Switzer-Medina and writer-editor Rick Docksai disseminate more than a thousand news releases a week to newspapers and radio and TV stations throughout all 50 states, as well as Puerto Rico, Guam and the Virgin Islands.

Most people go their whole lives without ever being mentioned in the news. But if there is anyone who

deserves the publicity, it’s those serving in the U.S. Armed Forces. And every day, the JHNS team works hard to get them that publicity. It’s a simple, and much valued, service to those who are putting their lives on the line to serve us.



Visit online!



The Defense Media Activity Basketball Team beat the 32nd Intelligence Squadron Blue Knights March 20 to win the Division 2 Basketball Championship on Fort George G. Meade, Md. The final score was 35 to 28 and DMA finished with a record of 10 wins, 2 losses. (U.S. Air Force photos/Tech. Sgt. Patrick Harrower)





Crossposting Enhances AFN Communication Abilities

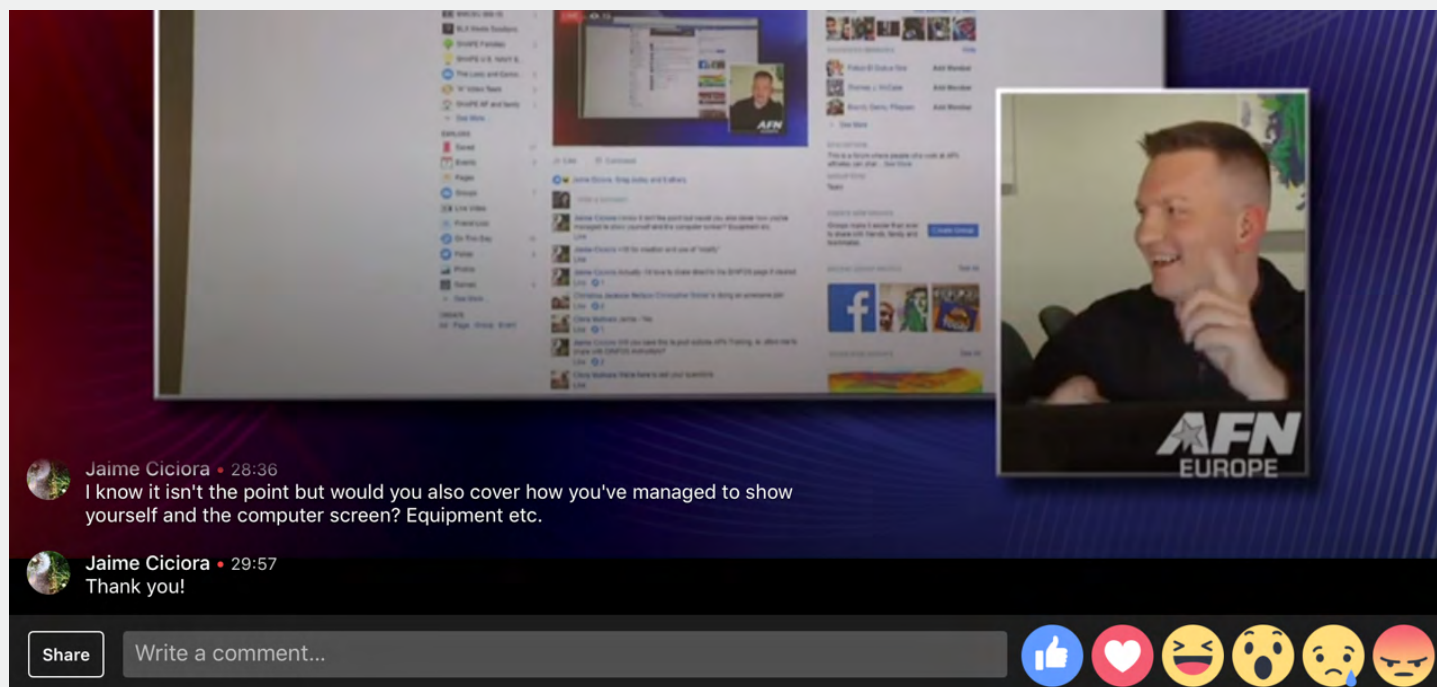
By Mass Communication Specialist 3rd Class Christopher Snide

Mass Communication Specialist 3rd Class Christopher Snider of American Forces Network Benelux hosted a Facebook Live training session focused on Facebook's relatively new video crossposting capability at AFN Europe Headquarters in Sembach, Germany. The program was produced via TriCaster by the AFN Europe Regional Media Center team and viewed live by Defense Media Activity team members in Europe, the Pacific and the United States. The recording was posted to the Defense Information School Facebook page and has more than 1,400 views.

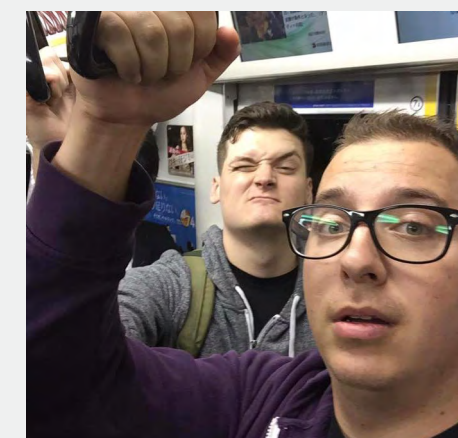
Crossposting allows clients to re-use a video without having to share or upload it again, and provides a consolidated view counter that counts video views across all instances of the video. This process will further embed AFN-created content into the clients' Facebook pages, improving the level of direct, measurable support to the region's commanders.

Snider's efforts directly support AFN Europe's vision of being our key clients' indispensable communication resource.

Mr. Chris Knoblauch (top) and Mr. Larry Kreider produce a live training broadcast from headquarters AFN Europe in Sembach, Germany March 7. The training was viewed live on Facebook and recorded for later viewing. The training program is posted to the DINFOS Facebook page at <https://www.facebook.com/defenseinformationschool>



Staff Sgt. Tory "T-Cuz/ Big Money T/DJ Coozy/T Dog Night/Denver's Finest" Cusimano
Broadcast Journalist
 Currently Stationed: AFN Okinawa
 Hometown: Aurora, Colorado
 Time in Service: 4.5 Years
 Hobbies: I love snowboarding, well-crafted stories of any kind, and two cubes of ice in my whiskey.
 Married: to the game



"I host the morning radio show here in Okinawa, and it's an absolute blast. I can't think of a more fun job to have anywhere, let alone in the military. The Air Force and DMA have afforded me the opportunity to work in a creative field, and now that I have, I can never go back. Whether it's as a journalist, radio host, writer, or something else, my goal is to tell stories for the rest of my life."



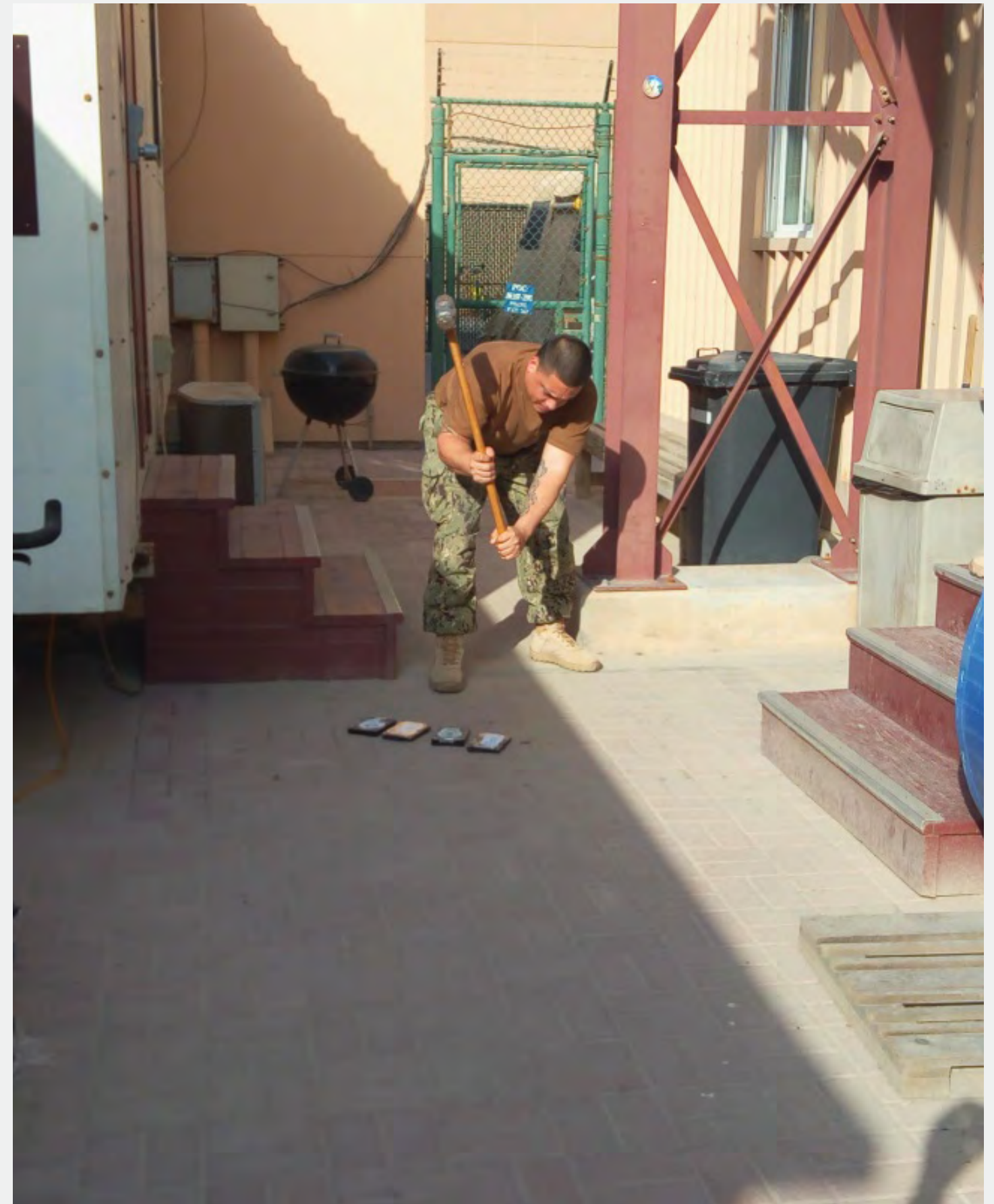
Mass Communication Specialist Seaman Michael Harari, right, interviews members of the dance group Step Afrika in the Armed Forces Network radio studio. The group performed at Naval Support Activity Bahrain as part of a tour with Navy Entertainment. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker)



Mass Communication Specialist 2nd Class Zac Shea, left, interviews Culinary Specialist 2nd Class Dearra Horton in the Armed Forces Network radio studio. The interview was part of a Sailor Spotlight program at Armed Forces Network. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker)



Mass Communication Specialist 2nd Class Zac Shea, left, interviews Culinary Specialist 2nd Class Dearra Horton in the Armed Forces Network radio studio. The interview was part of a Sailor Spotlight program at Armed Forces Network. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker)



Interior Communications Electrician 2nd Class Justin Villarino destroys obsolete hard drives at American Forces Network to prevent any information they held from being retrieved. (U.S. Navy photo by Chief Mass Communication Specialist Sabrina Parker)

DMA Covers Island Lifestyle

By Amy Forsythe, DMA Guam bureau chief

DMA Guam Covers regional exercises, multinational and partnered training on and around the island.

A 2-person team works hand-in-hand with local public affairs personnel to cover a wide variety of stories for AFN-Pacific and DoD News outlets.

“It’s a full convergence of multimedia content. We produce video packages, radio stories and photos with extended captions for placement on several platforms at all echelons,” said Amy Forsythe, DMA Guam bureau chief.

Tech. Sgt. Bryan Magee, the NCOIC, is a Visual Information specialist and checked-in to the bureau in July 2016.



Gabe Zinni, Director of DMA Forward Center Pacific, visited the Guam bureau in March to meet the team and learn more about the various military units on Guam. (Courtesy photos)



Tech. Sgt. Bryan Magee shoots video and takes still photos for full multimedia coverage of large-scale exercises. Magee, his wife, and their three kids, are enjoying the warm weather and island lifestyle on Guam.



Amy Forsythe covers exercise COPE NORTH 17 on Andersen Air Force Base as troops learn how to skin and eat a snake during jungle survival training on Guam in March 2017.

Hails and Farewells

The purpose of the Hails and Farewells section is strictly informative. Inclusion or exclusion in this section is not an official notice of assignment. Always contact your local personnel office for questions or information regarding assignments.

Outbound

Military

Petty Officer 2nd Class Nicolas Cesar Lopez, DMO
Staff Sgt. David Timothy Chapman, DINFOS
Staff Sgt. Tyler L. Main, DINFOS
Staff Sgt. Joseph Patrick (Joe) Tolliver, DINFOS
Staff Sgt. James Barrett, TECH SVS
Master Sgt. Matthew Bates, DINFOS
Staff Sgt. Christopher D. Hubenthalmagarian, DMO
Spc. Richard David Povian, DMO
Petty Officer 1st Class Michael C. Russell, DMO
John B. Bigbie, DMO

Inbound

Military

Staff Sgt. Robert Kingery, DMO
Master Sgt. Jeffrey McCrady, TECH SVS

Civilian

Jorge Gonzalez, DINFOS

DMA Leads Program

Defense Media Activity has created a Leadership Development program called DMA Leads which identifies, educates and develops leaders and helps us retain a diverse workforce. This program allows DMA to invest in high-performing employees and benefit from their enhanced performance.

This year’s DMA Leads program selectees are:

Executive Leadership

- Joseph Coslett
- Lisa Ferdinando
- Tedrick (TJ) Fryman
- Julia Hickey
- Cecilia McRobie
- Lance Milstead
- Heather Norris
- James Santos
- Crystal Staples
- Lorrenda Thornton

Emergent Leadership

- Myia Alston
- Charles Bell
- Kenneth Davis
- Stephen Faulisi
- Eric Parris
- Walter Reeves
- Timothy Streaty
- Jessica Switzer-Medina
- Kathy Vinson
- Ashley Webster

Submitting to DMA Voice

Content is due no later than the 20th of the month before you would like it published in the Voice. Send your all photos to DMAPublicAffairs@mail.mil. Submission does not guarantee publication.



Send an email!